

## **Traumatic Brain Injury Fund Advisory Committee Meeting**

*Cannon Health Building  
288 North 1460 West, Salt Lake City  
Room 128  
12:30 pm – 2:00 pm*



UTAH  
TRAUMATIC  
BRAIN INJURY  
FUND

**September 17, 2015**

### MINUTES

#### Those Present:

Carrie Bambrough, George Gehling, Doyle Peterson, and Trisha Keller

Via Phone: Ann Russo

#### UDOH/VIPP Staff:

Chris Drucker and Missi Leak

#### Welcome & Introductions:

- Carrie welcomed everyone present, and introductions were made.

#### Approval of May 2015 Minutes:

- Ann had a couple changes to the minutes:
  - Change CAT scan to CT scan; take out the word “null” from the 3<sup>rd</sup> bullet down under her presentation section.
- **Motion:** George motioned to approve the minutes with the changes.
  - Trisha seconded the motion.
  - All present were in favor of approval.
    - George – Approved
    - Trisha – Approved
    - Carrie – Approved
    - Anne – Approved

#### Media Update:

- Focus Groups:
  - Focus groups are completed.
  - We had a really good response from the Facebook Ads.
    - We had more groups than we originally planned on to accommodate the respondents.
  - Jenny is meeting with LOVE Communications to develop the next steps for media messages.
  - We want to do more with social media (especially Facebook), because this evidently reaches our target audience. The focus groups reported using internet as their source of information.
  - We will get the final report of the focus groups from Lighthouse in a few weeks.
    - We will discuss the results at our next meeting.

- Trisha and George were able to attend a couple of focus groups and were very impressed with the information that was shared there.
  - George attended three of the six focus groups.
    - He shared that most people did not know how to get help after the health care system.
  - Trisha's comments from the focus groups:
    - The focus groups did not like the TBI Fund mailer, because it had in the return address "Violence & Injury Prevention Program."
      - They suggested that it would be better if it said "Traumatic Brain Injury Fund" instead.
- BIAU is having an Open House on October 7<sup>th</sup> from 5:00-7:00 p.m. to help make people more aware of them and what they do.
- The KSL/KJZZ Concussion Campaign is running smoothly and should run until November.
- The Radio and Web Banner Ads should be running now.

#### Budget Update:

- Trisha reviewed the SFY16 proposed TBI Fund Budget along with the SFY15 budget with the committee.
- Carrie asked if Phoenix Services can reduce their budget \$10,000 dollars less than what they were allotted.
  - The committee needs to approve this change.
- **TASK:** Trisha to reduce Phoenix Services funding to the budget that Carrie sends to Trisha.
- **Motion:** Doyle approved the budget as it stands, with the change of Phoenix Services reducing their budget by \$10,000 and given to the BIAU.
  - Ann seconded the motion.
    - Carrie - Approved
    - George – Approved
    - Trisha – Approved
    - Doyle – Approved
    - Ann – Approved
  - Chris gave an update of the LHD's activities.
- George asked for an addendum to their agreement to provide an amount of money to go to program promotion off the Wasatch front as a way to generate more business for the Fund.
  - He would like to make face-to-face contact with hospitals and support groups in other areas.
  - We need to get the word out about the Fund so that we can spend the money that the Legislature has authorized, so that the funding is not reduced in the future.
  - The Committee can look at the language in the contracts to see if we can change the training section to be broader and include promotional measures to help get the word out.
    - As part of the "media" funding that we are using for the fund.
  - Doyle suggested that we use private donations to the Fund towards this effort.
  - A suggestion was made to do a media ad promoting donating to the Fund.

#### Award Presentation at the BIAU Conference:

- Awards to be presented to Representative Ray & Senator Niederhauser:
  - Joyce had suggested that we ask Rep. Ray to see who else needs to get an award.
- Plaque or trophy style and description:

- The committee said that the plaque is more professional looking.
  - **TASK:** George to send Trisha (or Missi) the description/verbiage for the plaques.
- Presenter:
  - The committee appointed Carrie as the presenter for the awards at the BIAU conference.

#### Committee Appointments SFY2016:

- Trisha thanked the committee members for accepting being on the committee again.
- We have 7 members on our committee currently, and we need 2 more to fill the statute.
- Ann said that she has another Neuro- psychologist doctor that is interested.
  - **TASK:** Ann to send his information to Trisha.
- Trisha shared with the committee that there was a young woman at the focus groups that was interested.
- A suggestion was made to have Kris Fawson to sit on the committee.
- **TASK:** Carrie to talk with Nita to see if a different day works better for her to attend meetings.

#### Committee Member Updates:

- Phoenix Services:
  - 1 CBIS training for the Roads to Independence (3 of their staff).
  - Training 8 people in Salt Lake (includes staff from ILC in Salt Lake and Learning Services) next Thursday.
  - Resource Facilitations – They have done 8 since July 1, 2015.
- **TASK:** Carrie to email Trisha how many CBIS trainings they did for FY15
- BIAU:
  - July – two sessions at the Mexican Consulate (25-30 participants).
  - August – no trainings
  - September – Provo Care Center staff (40 participants); HeadSmart classes at Daybreak Elementary (600 participants); State Long-Term Care Ombudsman Conference (40 participants).
  - Resource Facilitations – 10 in July, 13 in August, and so far 8 in September.

#### Other Business:

- **TASK:** Missi to send the TBI position out to the TBI List Serve.
- **TASK:** Trisha to check the resource line to see how many people are calling in per month.

#### Next Meeting:

- November 19, 2015 @ 12:30 p.m. in room 128.
- Agenda Items:
  - Annual Legislative Report Review
  - Legislative Actions for upcoming session.
    - Have Joyce or Kris come and explain the process.
  - Election of a new Chair member for this committee.
  - Fund-raising efforts/educating partner's discussion.
  - Review Bylaws